



ABOUT 9 OUT OF 10 WORKING PEOPLE IN THE IE LISTENS TO THE RADIO OUT OF HOME BETWEEN 5A AND 8P.

| | Average Weekly Total Out of Home | Average Daily Time Exposed Out of Home | Average Weekly Total | Average Daily Time Exposed Total |
|---|----------------------------------|--|----------------------|----------------------------------|
| Working Adults 18+ | 86.7% | 2:15 | 89.9% | 2:30 |
| Working Adults 25-54 | 90.0% | 2:15 | 92.4% | 2:30 |
| Hispanic Working Adults 18+ | 89.4% | 2:15 | 92.6% | 2:45 |
| Working Adults 18-34 | 84.6% | 1:45 | 88.8% | 2:00 |
| Hispanic Working Adults 18-34 | 86.8% | 2:00 | 91.3% | 2:15 |
| Working Adults 25-64 | 88.8% | 2:15 | 91.3% | 2:30 |
| Working Adults 25-54/ HHI \$75K+ | 90.9% | 2:00 | 93.1% | 2:15 |
| Hispanic Working Adults 25-64 | 91.6% | 2:15 | 94.1% | 2:45 |
| Hispanic Working Adults 25-54 Spanish Dominant | 91.6% | 2:30 | 93.6% | 2:45 |
| Working Men 25-54 | 91.4% | 2:15 | 92.4% | 2:45 |
| Working Adults 35-54 | 91.1% | 2:30 | 93.2% | 2:45 |